



Date of Council Work Session: June 8, 2015

**TOWN OF LEESBURG
TOWN COUNCIL: INFORMATIONAL MEMO**

Subject: Status of Town Support for the Leesburg First Friday Program

Staff Contacts: Kaj Dentler, Town Manager
Barbara Notar, Town Attorney
Marantha Edwards, Economic Development Director

Council Action Requested: None

Staff Recommendation: None

Commission Recommendation: Not Applicable

Fiscal Impact: The Town spent \$1,400 in Fiscal Year 2015 from the Economic Development advertising budget to support the program.

Work Plan Impact: Minimal.

Executive Summary: In 2007, Town Council appropriated \$13,000 to the Leesburg Downtown Business Association (LDBA), and Loudoun Arts Council to support their collaborative effort to promote Leesburg's First Friday program. Subsequent assistance from the Town for First Friday has come from the Economic Development department's cooperative advertising budget to provide financial and marketing support which has been the qualifier as a Town supported event.

Background: From 2000 to 2007, the Loudoun Arts Council was the primary marketer and promoter of Leesburg's First Friday program. In 2007, the Loudoun Arts Council presented a report to the Town Council which outlined a desire to work with the LDBA to collaboratively re-energize Leesburg's First Friday program. Since 2007, the LDBA has been the torchbearer of implementing, and marketing the signature event in Downtown Leesburg that has become a successful gathering place for residents and visitors.

According to the current Noise Ordinance section 24-182(4) (d) "Parades, fireworks displays, school related activities, and other such public special events or public activities" are exceptions to the prohibition against excessive noise listed in 24-182(a) through (j). First Friday is a public special event and activity that has been financially supported by the Town via advertising and extending the hours of Town Hall to provide public facilities. The Town has incorporated other Town events to coincide with First Friday including the Tree and Menorah Lighting and free parking during the holidays all of which contribute to the special event nature of Leesburg's First Friday.